



WHAT'S THE SCOOP

Volume 1, Issue 1

JANUARY 31ST 2009

Here's the Scoop

Advance Distribution

Special Dates of Interest:

- Feb 1st - Airdrie Family Theatre presents Jilligan's Island at Bert Church Theatre.
- Feb 2nd - Groundhog day
- Feb 14th - Valentines Day
- Feb 24th - Airdrie Chamber of Commerce Business after hours at City Hall sponsored by Here's the Scoop. We would sure love to see you out for an evening of casual networking. Snacks and Beverages will be provided. Cash bar.

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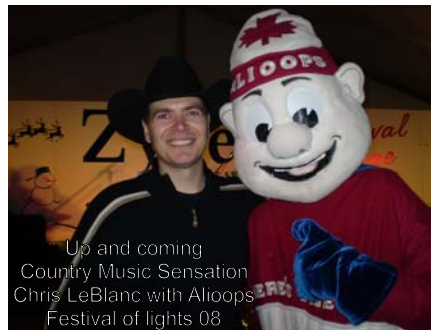
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Budgets and Branding

We at Here's the Scoop understand the importance of budgets and the NEED for branding. It seems to be the worst of two evils really with money dictating constantly how we operate and promote our businesses. As you read through this copy of "What's the Scoop" we hope you find a few helpful hints that will get you started and well on your way to branding what you have poured your heart and soul into. Branding is simply the reputation

behind your company's name and logo. The first thing you have to do is decide how you want people to perceive your business, then figure out what you have to do to get

there. If you thought it was going to be easy and not time consuming, I'm sorry to disappoint you. Every time you are out and about, whether you are shopping, at a movie, or swimming at the pool, you



Up and coming Country Music Sensation Chris LeBlanc with Alloops Festival of lights 08

are representing your brand. Just go about your normal day and keep track of the number of people you talk to in a day. It's amazing how many contacts you can make when

you are walking down the street.

Business cards should be on hand at all times. Join your local Chamber office and be an active member. Face recognition is 85% of the brand. Put your company name and logo on your vehicle. It's the best bill board advertising you can get. Remember to drive responsible ! Follow the example of an already successful business, the old "Watch and Learn" goes a long way. Try to associate yourself with them.

Now remember this is all for not if you are not in deed passionate about your quest !! You have got to believe in yourself, your service, your product and pricing.

POINTS I NEED TO REMEMBER ??

Consistency in advertising.

Advertising is like parenting.... You must be consistent or your kids will run on you. It's the same as your clientele. You have got to remind people why they need to do business with you and what you have to offer frequently. As my saying goes! "Not advertising is like doing business in the dark - Only YOU know you're there."

Customer Service.

Only employ people who can get on board with your brand. Replace those that bring your level of service down. We are now back in an employer market where we can find that right person to represent us, our business. Consider getting yourself a secret shopper or two.

Offer 10% off to a fellow business owner if they would go in and rate the customer service in your absence. I know I would want to know.

Public Relations.

Because I have so much to share I chose branding, customer service and now public relations as my top three.

Keeping promises you make is crucial. It is much better to exceed their expectations, than to fall short. See that your customers aren't disappointed with what they find once your advertising gets them through your door.

We all have issues to deal with

Here are some issues you want to know about

February 5th & 12th

These two issues are to help you promote and capture the Valentines shoppers. Remember to gear your advertising toward **your** clientele. Who is your #1 customer for this day ??



March 12th

Happy St. Patty's Day. May the Luck O' the Irish be with you. Nothing wrong with offering a Green



Sale, or get together with a few businesses and hide the shamrock. Be creative, St. Patrick would like that.

March 19th

You've heard of Saturday night fever ?? Well Airdrie has Spring Fever. If your business benefits from the seasonal changes we invite you to partake in this issue.

April 2nd & 9th

Hip pity Hop !! It's Easter. Find the Easter Egg Contest. Everyone who advertises in this issue is invited to participate in a scavenger hunt. Let's keep these shoppers

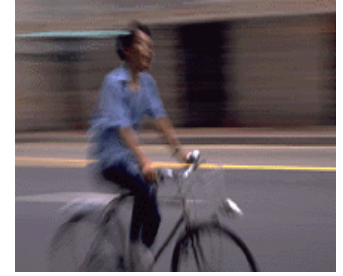
moving from shop to shop finding the hidden egg.

April 23rd

It's Airdrie Trade Fair week-end. If you are in the show you don't want to miss your chance to be in our guide. We let your customers know what booth your at, all the entertainment schedules, Shuttle services and times etc.

April 30th & May 7th

Our ever popular Mother's day digest. Good moms deserve great credit. We love to give credit where credit is due.



Don't let life pass you by !

If you want work well done, select a busy man - the other kind have no time. ~ Elbert Hubbard

May 28th

City Wide Garage Sale !! Watch Airdrie clean up. This would be an awesome opportunity to have a side walk sale and invite the bargain hunters to your stores. Great weekend to clear out some stale merchandise.

June 18th

Century 21 golf tournament. No special issue for this just a date you may want to make

a note of.

June 25th

Giddy Up and Lasso yourself some out of town customers.

The Airdrie Pro Rodeo gears up and runs for 5 days. It's an excellent time to cash in. If it fits your business you can bring in some western attire, souvenirs, host a pancake breakfast, etc.. These are only ideas. The goal is to try and get in the spirit and have fun.

July 23rd

Welcome to our participants and families of the 55+ games. Certainly a great opportunity to get some souvenirs in store as well as a 5 day seniors discount.

Well that is a brief look at our first half of 09. We hope it helps with your advertising budgeting so you know to factor in special events when setting the numbers.

It was the day of the big sale. Rumours of the sale and some advertising in the local paper were the main reason for the long line that formed by 8:30 in the morning in front of the store. A small man pushed his way to the front of the line, only to be pushed back, amid loud and colourful curses.

On the man's second attempt, he was punched square in the jaw, and knocked around a bit, and then thrown to the end of the line again.

As he got up the second time, he said to the person at the end of the line, " That does it ! If they hit me one more time, I don't open the door !

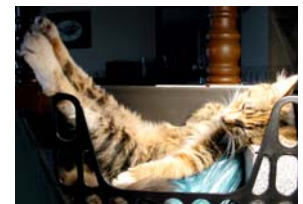
Network Network Network

Across the street from us is a little restaurant called Asia Wok. They were forced to close their doors for a bit over the holidays due to a staffing issue. Needless to say they are back up and running and everyone was over there today. When one of my office staff remarked how much they must have been missed it reminded me to hit home on networking. I wonder if the staff over there know of all the fellow busi-

ness owners that support them. When a new business opens in town do we all go make our acquaintance and let them know if they need our services where they can reach us. It only takes a few minutes out of your day but honestly you may build a relationship that lasts forever. The Chamber of Commerce is an excellent source to use as well to meet fellow entrepreneurs. Check your local directory for networking

groups. They usually meet before business hours so it doesn't interfere with operations.

Remember your best form of advertising is word of mouth! It's free, and probably the most effective. It's proven that 87% of listeners are affected by emotion. Imagine 87 % of listeners hearing what an incredible shopping experience someone had at your location.



Rest and Relaxation !!
In the beginning you may wonder if you'll ever get to kick back !

NIKE SAID IT BEST
"JUST DO IT"

Mental well being is
Crucial for making those decisions that only you can make.